

ABSTRACT

5 The number of lines of character strings to be printed on a cable label 11 is calculated (S730) and line spacing is calculated so that the distance between the lines of the character strings of the calculated number of lines will be equalized (S740). A print image rotated counterclockwise by 90 degrees is generated so that the character string will be in the width direction of the print tape 10 (S750). Printing is executed (S790) by successively arranging print images for the calculated number of lines while placing print images at both ends of the cable label 11 (S760) and securing the calculated line spacing.